

# PARTNERSHIP PROPOSAL

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2ND ANNUAL

## *Illuminating Hope*

GARDEN COCKTAIL PARTY

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**Friday, June 7, 2024**

Doors open at 6:30 PM

13204 Rainbow Valley Rd. NW  
Edmonton, AB T6H 3Y9

### **Contact**

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**THE  
TODAY  
CENTRE**

Family violence help starts today



# WHO ARE WE?

Existing as a first stop for anyone impacted by family violence, The Today Centre provides short-term support in a caring and safe environment. Our mission is to provide immediate, integrated, and inclusive services and resources for any adult seeking help and guidance, while raising awareness, educating, and building capacity in the social services sector and broader community.

Regardless of age, gender, sexual orientation, ethnicity, culture, socioeconomic status, or situation, clients are provided emotional and practical support while assessing for levels of risk, developing a safety plan, establishing goals, and identifying basic needs in sessions with their Family Violence Specialist. Individuals are supported in a confidential, comforting, empathetic, and nonjudgmental environment where they can share their story and receive help to determine the next steps in their journey.



## *Illuminating Hope*

Reminding us all of the healing, bravery, and resiliency of victims-survivors of family violence, our theme of 'Illuminating Hope' serves to raise awareness about the profound impact services like The Today Centre have on those facing incredibly dark and difficult times. 'Illuminating Hope' recognizes the ongoing journeys that victims and survivors face in moving towards a life free from abuse. 'Illuminating Hope' celebrates the small and big acts of commitment that victims-survivors of family violence do everyday along that journey in order to keep moving forward and to keep themselves safe in the process.

For victims and survivors of family violence, 'Illuminating Hope' is a reminder that they are not alone in their fear, uncertainty, and trauma. It is a reminder that there is help within their unique situation and experiences, regardless of where they are at in their situation. 'Illuminating Hope' is a reminder that along the journey, there are moments big and small, of hope to hold onto and that for victims-survivors, their victory over violence in any act, is an achievement to celebrate.

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Be whisked away to a garden escape in the city, with served appetizers packed with flavour, signature cocktails full of vibrancy and colour, and a drink on the patio overlooking a sprawling green hillside. Enjoy various forms of entertainment, a flower-filled fundraiser, a selection of high-quality silent auction items, and most importantly, stories of hope, inspiration, healing, and life after family violence.

Perfect for a date night or a night out with friends, this fundraising event is sure to impress.

# FINANCIAL PARTNERSHIP

The Today Centre exists thanks to generous funders and supporters like you! The 'Illuminating Hope' Garden Cocktail Party is our annual signature event hosted to highlight survivors of family violence while also celebrating community partners involved in making Edmonton and area a safer space to live for all of us. Financial support is key to the fundraising success of 'Illuminating Hope'. Thanks you it has been a huge success, a memorable moment, and a great achievement! Financial Partners help us cover costs associated with putting on such a fantastic event so that more revenue generated can go where it needs to go, towards supporting the work we do in assisting those experiencing or impacted by family violence and helping cover the operational costs needed to ensure our programs, services, and resources remain available and accessible to those that need it.

Listed below are the varying financial levels of support we are seeking. Each level and dollar amount offers its own set of benefits found on the following page. Please take a look and let us know which one works best for you and your company. We hope you'll become one of our valued Financial Partners.



'ILLUMINATED'  
PRESENTING  
PARTNER

\$8,000



'EMBLAZONED'  
FOOD & BEVERAGE  
PARTNER

\$6,500



'UPLIFTED'  
ENTERTAINMENT  
PARTNER

\$5,000



'INSPIRED'  
VENUE  
PARTNER

\$3,000



'ENLIGHTENED'  
DECOR  
PARTNER

\$1,500



'INCANDESCENT'  
APPRECIATION  
PARTNER

\$750

# PARTNERSHIP LEVELS

Partner Benefits	Illuminated Presenting \$8000	Emblazoned Food & Beverage \$6500	Uplifted Entertainment Partner \$5,000	Inspired Venue Partner \$3,000	Enlightened Decor Partner \$1,500	Incandescent Appreciation Partner \$750
Addressing Audience	3 Minutes					
Named in Media	X					
Welcome Guests	X					
Logo on Email Signatures	X					
Listed in 23/24 Annual Report	X	X				
Tickets	8	6	4	2		
Verbal Recognition	X	X	X			
Visual Recognition	Program & Signage	Program & Signage	Program & Signage	Program & Signage	Program	Program
Social Media Posts	All social media posts	2 Before 1 After	1 Before 1 After	1 After	1 After	
Mention in Newsletter	X	X	X	X	X	X
Logo & Link on TC Website	X	X	X	X	Just logo	
Mention in Blog Post	X	X	X	X	X	X

# PARTNERSHIP A LA CARTE

If you would like to become one of our Financial Partners but want to switch things up to suit your business needs better, let's talk! We are offering the opportunity to customize your partnership experience with us and elevate our guest experiences by selecting unique elements of the event to support.

Let us know if you would like to focus on a specialty element of the event listed below and we will draft a customized partnership proposal with an ROI that works for you, your budget, and your needs. Our main goal is to create a long-term partnership that is mutually beneficial!

## ENTERTAINMENT

- Musical Maestro Partner- \$200 SOLD
- Caricature Creative Partner - \$300 SOLD
- Mighty Metal-Bending Partner - \$400

## FOOD & BEVERAGE

- Decadent Dessert Partner - \$900
- Service Appreciation Partner - \$1500
- Ambrosial Appetizer Partner - \$3000

## VENUE

- Seating Champion - \$200
- Sensational Sound Partner - \$150

## RECEPTION

- Warmhearted Welcome Cocktail Partner- \$1200
- Reception Precedence Partner - \$2500

## DECOR

- Fragrant Floral Partner - \$600
- Professional Printing Partner - \$350

## APPRECIATION

- Splendid Speaker Gift Partner - \$150
- Valiant Volunteer Thank You Partner - \$500



[www.thetodaycentre.ca](http://www.thetodaycentre.ca)



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(780) 455.6880



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PURCHASE TICKETS



DONATE



## THANK YOU

We thank you for your time and consideration in partnering with The Today Centre in support of our 2nd annual 'Illuminating Hope' Garden Cocktail Party! We look forward to chatting with you further and creating a partnership that works for you and your budget! If you have any questions or comments, please do not hesitate to reach out to Linda, at [linda.kelly@thetodaycentre.ca](mailto:linda.kelly@thetodaycentre.ca) or Shay, at [communications@thetodaycentre.ca](mailto:communications@thetodaycentre.ca).

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The Today Centre is a registered charity - CR# 854912664RR0001